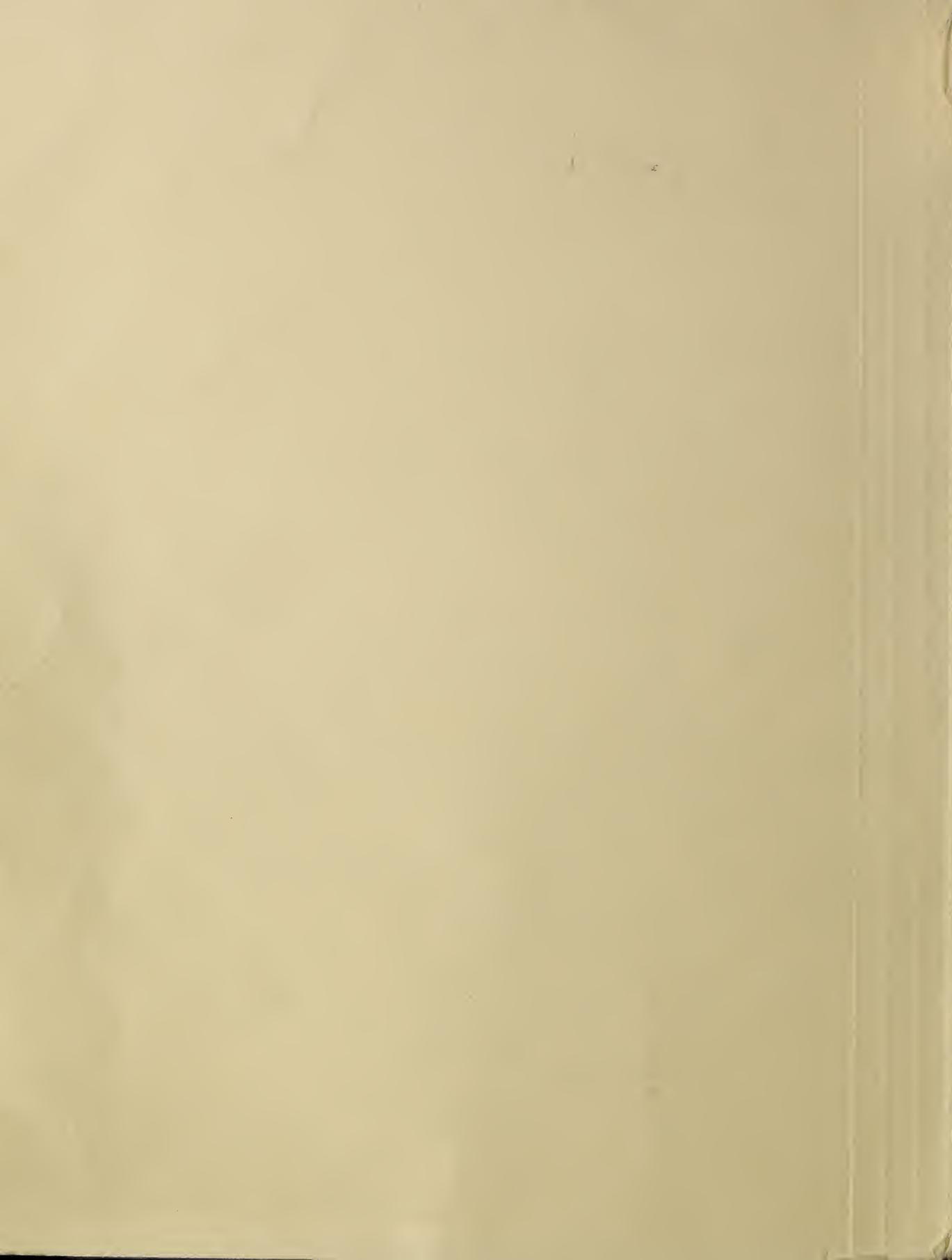


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DECEMBER 1951

EXTENSION SERVICE
Review



Plenty of Trees for Christmas

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The Cover

- About 28½ million trees are on the Christmas tree market. Many of those left unsold are of such poor quality that harvesting and shipping are wasteful. They should have been left in the woods and improved by pruning before cutting. Women, as well as men, took a hand in getting Christmas trees out of the forest and to market. This picture was supplied by the U. S. Forest Service and taken by the late Fred E. Dunham.

This Month

- **HUMAN RIGHTS DAY.** December 10 is Human Rights Day, marking the third anniversary of the approval by the United Nations General Assembly in Paris of the Universal Declaration of Human Rights in 1948. This was actively supported by the United States. Every American should know what is in this Declaration.

Next Month

- It is not too soon to think of summer school. So a list of courses to be taught next summer in the five regional extension summer schools is being prepared for the back page.
- Two Louisiana agents will continue the forum discussion of a county agent's job which began with the articles by four New York specialists in the November Review, and is continued in this issue by New York and Rhode Island agents. Other contributions are coming in from Utah, Florida, and other States. Any agent who has ideas on the subject is invited to take part.

- Extension Service overseas will be reported by Calvert Anderson, who recently returned from Turkey; Frank E. Pinder, former extension agent in Florida, who has returned from Liberia, and writes of his work under the title "Point 4—A New Name For an Old Job"; and Fred Schulley, former extension forester in Alabama, who writes about the 4-H Clubs in Korea.
- Continuing the report of the Conference on Rural Reading, is an article by 16-year-old Patricia Watts, 4-H Club girl from Maryland.

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Review

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Conservation Illustrated in Air Tours

PHIL TICHENOR, Student Assistant
Wisconsin Agricultural News Service

IN THE STEEPLY rolling watershed of the northern Mississippi starts the greatest river of this continent. And in those same sharply-pitched hills start the infant gullies of erosion.

Standing on the crest of a hill you can see the gullies running down toward the bottom and to the Mississippi.

But from a thousand feet above the hills you can see an entire network of erosion. You can also see the good effects of soil conservation methods on farm land.

Because of the vivid view from above, county agents and soil conservationists in Wisconsin have been taking farmers aloft—to see for themselves the erosion and the soil-saving methods.

About 1,000 farm people in southern and central Wisconsin took part in the soil-conservation air tours this summer.

The tours were arranged by Otto R. Zeasman, extension soil conservationist of the University of Wisconsin, and Fritz Wolff, from the Wisconsin State Aeronautics Commission.

Tours were made in 13 general sections of the State, from airports at or near West Bend, Elkhorn, Madison, Portage, Waupaca, Manitowoc, Westfield, Lone Rock, Sextonville, Prairie du Chien, Lancaster, Shullsburg, and Monroe.

The ride was a half-hour trip that usually covered about 60 miles. Three or four passengers were carried in each of the airplanes, and the pilot pointed out the areas of greater importance for the farmers.

Examples of wind and water erosion and contour and strip farming were seen on most of the trips.

The idea for these tours was started in October 1950, when Fritz Wolff arranged to take a group of State Department of Agriculture officials and county agents on an air trip over the southern central

section of the Badger State. Such striking examples of erosion and scientific farming were seen that the county agents suggested having tours for the individual farmers in their areas.

Then the Aeronautics Commission located suitable airports for making the tour flights. It wasn't always easy to find a good airport in a section that was ideal for a tour, though, and in one area a farmer's hayfield was used as a landing strip.

Local airports didn't always have enough airplanes, either, so the Aeronautics Commission arranged to bring in airplanes from other airports in the State. Airplanes which carry three or four passengers were used because they are better for viewing the countryside below. Then, it's easier for pilot and passenger to chat in a small craft.

After Zeasman decided in which sections the tours would be made, the local county agents publicized

the events and sold tickets in advance. Each ticket cost \$3.50. A small map of the route and a chart of major points were given to the prospective passengers.

The soils extensionists got together with the pilots before the tours were made and briefed them on the route. The same things were explained to the passengers just before they left the ground.

There were either three or four airplanes used at once, depending on how many passengers there were. The passengers averaged about 75 to each section, so each airplane made about 10 trips.

The flights were scheduled for certain hours of the day, and the passengers were always on hand about half an hour early for a "briefing" with Zeasman. Zeasman suggested that they watch for such things as color of the soil, contour farming patterns, large gullies, wind-swept areas, and terracing.

(Continued on page 198)



From the ground the gullies are unimpressive to the passing motorist. From the air, the impact of washing soil is hard to ignore. Contrasting the scars of erosion is land that has been contoured and strip-cropped. Here there is no erosion.

THE JOB OF THE COUNTY AGENT

Three county agents comment on the subject as discussed last month by four New York extension specialists.

THE LIVING SIDE OF THE ISSUE

JOHN T. HANNAH

*County Agricultural Agent,
East Greenwich, R. I.*

ALTHOUGH I must agree with the article written by Cunningham entitled, "Science to the Farm" I do feel this is the cruel and hard way of stating it. The purpose of the law is one thing but the fulfillment is another.

We have cooperators who look at us in the same light as Cunningham apparently does. These cooperators call and ask for specific, technical information and discuss nothing other than what is asked for. These farmers are the rigid, business-type people who are interested only in the number of dollars which that information might possibly return them.

Then there is the other group of cooperators, who — thank goodness outnumber the first group, who ask you to call or stop in solely for the sake of talking with you not particularly having any one problem in mind. This individual is always appreciative of our analysis of his situation which we give him in a passive manner, only after we have discussed several of his personal problems which he has brought up along with anything else he cares to discuss.

Actually the individual has been looking for encouragement and a little praise for a job well done. He would like a pat on the back. Usually this is the person who brings his wife and family into the discussion and before you leave you have been asked to sample a new pickle recipe, try some new home-made sausage, piece of freshly baked cake, or just a cup of coffee.

Actually the number of personal visits or telephone calls requiring



John T. Hannah



Oscar Sellers

only a particular bit of technical information is small.

Secondly, the thing which would be hard to write into this type of a condensation would be the feeling which we county agents have for our jobs and our cooperators. The better county agents are enthusiastic about the work and the people with whom they are working. They often provide unknowingly an inspiration to the individual or group with whom they work.

It is another way of expressing the idea of developing leadership. If we set ourselves up strictly as the law would have us, we would be nothing more than a traveling agricultural encyclopedia full of technical information. However, with most of us this is actually secondary. We leave that end of it to the specialists and the bulletins while we take care of the more important living side of the issue.

COUNTY AGENT—WHAT?

W. OSCAR SELLERS

*County Agricultural Agent,
Watertown, N. Y.*

It has been said that a specialist

is one who knows more and more about less and less until he finally knows everything about nothing. If this is true, then a *county agent* may be described as one who knows less and less about more and more until he finally knows nothing about everything. The county agent can thank his stars for the specialists. As long as there are enough of them in all areas of knowledge and he knows where they are, the county agent can find the answers. "How do I stop snakes from eating my strawberries?" "How do I stop wireworms from coming into my cottage?" "How should I remodel my kitchen?" Trivial or important, all demand sympathetic attention. "Ask your county agent" has become a common byword in many localities.

Of course, the county agent can answer some of these baffling questions from the fund of knowledge acquired through the years of school and experience. Some answers he can find in his reference files. For some he must depend on

(Continued on page 209)

Evolution of Texas Pantry

MRS. O. B. MARTIN

Texas Extension Service

Grace Martin speaks with authority. She was a home demonstration agent in Mississippi; then the wife of the late O. B. Martin, an extension pioneer whose philosophy left its mark on the present home demonstration program; and then a Texas district agent. Her fine philosophy has permeated not only the work in her own State but in many others as well.

A HEART - OF - THE - HOME Kitchen set up at the Texas A. & M. College recently had a ventilated pantry. It is estimated that there were about 30,000 similar pantries built on Texas farms as a result of this demonstration. How these pantries came into existence is an interesting story taking us back 22 years to a home demonstration camp in Texas.

It was in the fall of 1929 that these two districts worked out a demonstration for a family food supply. Home canning was becoming more popular, and the 619 community canning centers recently organized in the State increased the problem of suitable places for storing 9 million containers of food in an orderly manner.

Lola Blair, extension food and nutrition specialist at that time, grasped the idea and visualized what such a demonstration would mean to Texas. She extended the plan of the home food supply demonstration throughout Texas.

The plan for accomplishing this program consisted of a pantry demonstration in which one woman and one girl in each community would make a budget of food needed. They would set to work producing, canning and storing this amount, and obtain labels for the containers. Proper storage would be provided and the containers stored in a systematic way.

When the pantry was filled, open house would be held for friends and neighbors to see and study this method of providing the family

food supply for many months ahead.

A report on a visit at the first of these open-house occasions furnishes us with a graphic account of the impact these demonstrations had on rural people at that time.

Mrs. Will Green, living near Rockdale, Texas, had the first pantry achievement day about October 1, 1930. Present for the occasion were local editors, bankers, businessmen, women's club leaders from town and farm women of the neighborhood. Minnie Bartholomew was Milam County's home demonstration agent, and she had invited her district agent, Sadie Hatfield, to observe the program. These were anxious moments for both of them, for they had spent almost a year building up to this day. With the assistance of Miss Blair they had made the complete plans with the family, starting with the garden and ending with the completed canning budget stored in an orderly manner.

"As guests arrived, they were led into the kitchen to see the pantry," recalls Miss Hatfield. "Fears of failure vanished as we snatched a glorious victory from the reluctant jaws of defeat. Everyone declared the demonstration a success when he observed the neat, strong shelves filled with jars of peaches, plums, pears, red ripe tomatoes, string beans, and shining tin cans of meat all neatly labeled."

A burst of laughter came when some of the men saw the "Washday Shelf" label on a shelf filled with tasty foods that took little time to prepare.



Mrs. Wade Williams of Parker County, Texas, exhibited her ventilated pantry in the U. S. Department of Agriculture Building, Washington, D. C., in 1937.

"My," laughed one businessman, "I'd sure like to eat here on wash day!"

A mother said, "Look at that shelf labeled 'School Lunches'; now, I would like to have that. It's so much trouble to get food together for lunches."

But Mrs. Green had little trouble preparing lunches, for this shelf contained such items as sandwich spreads, pickled peaches, small jars of fruits and other tasty goodies relished by growing boys and girls.

The guests filled the small farmhouse and overflowed into the front yard. The club president called the meeting to order and after a short business session, called on Mrs. Green to tell about her pantry. Mrs. Green and the extension workers had dreaded this moment, for she was not accustomed to public speaking.

But Mrs. Green had every word written down. Standing on her porch steps, she read hesitantly to a quiet and sympathetic audience until she got to the part about keeping her canned food stored under the family beds in former years. Laughter encouraged Mrs.

(Continued on page 211)



Radio Is One of My Best Tools

MAURICE A. ELLINGSON

County Agent
Stark County
North Dakota

RADIO is one of my best tools for doing extension work," says County Agent Maurice A. "Fats" Ellingson, of Stark County, North Dakota.

Ellingson started extension service work in Adams County in July 1941, and was transferred to Stark County in May 1947. He has a daily radio program of from 5 to 10 minutes over KDIX, Dickinson. He has

practically eliminated the use of circular letters for calling meetings, depending almost entirely on radio.

He recalls one stormy winter day when he reminded farmers listening to their radios that he would be out north of Dickinson on Highway 8 at the Gress farm to show how to treat cattle for control of grubs. He really didn't expect anyone to venture out because of the

storm. Imagine his surprise when he arrived at the farm to find 18 farmers waiting for him. This is typical of the reception given his radio talks by farm people.

When he sits down before the microphone, he chats with the people just as he would if they were sitting across the desk from him in his office. The response is terrific. A great believer in letting the farmers know what is taking place, he also has a weekly news column in the Dickinson Press, a weekly newspaper of about 6,000 circulation. His column is also carried by weekly papers in the county.

For several years Agent Ellingson has kept an accurate record of all callers to his office and the information they were seeking. From this he gets many of his ideas for radio talks and news stories.

Conservation Illustrated

(Continued from page 195)

A typical tour was the one in Lafayette County, where the airplanes took off from the Shullsburg airport.

The first point of interest on this trip was erosion between Dunbar-ton and Gratiot, followed by two contour-stripped farms between Gratiot and Wiota. Then the airplanes circled toward Fayette, over more farms that are contoured, and near the Yellowstone Lake project in that area. More contour strips and terraces were seen as the airplanes passed Calamine, Truman Goff, and finally back to the Shullsburg airport.

"The people who took the trip were amazed when they returned," Zeasman said. "One farmer said it was the best \$3.50 he ever spent. Another said that now he could see why we need more erosion control, although still another farmer said he really didn't know there was as much soil conservation work being done, until he could see it from the air."

Zreasman said that due to the success of the tours this summer, more tours will be made in other parts of the Badger State next year.

School Landscaping Plans

THE first step in a 5-year plan for landscaping the grounds of the Harrison County High School near Cynthiana, Ky., was taken with the planting of 89 shrubs, trees, and evergreens last spring. It is a co-operative project of the homemakers' clubs of the county and the county board of education. It is enlisting the interest of practically everyone in the community.

Forty of the evergreens and shrubs were planted in front of the building, the remainder of the shrubs and flowering trees being placed in a triangle along the entrance to the grounds.

Eventually this collection of evergreens, trees, and shrubs will serve a dual purpose: to beautify the school and grounds and to serve as

a source of information for classroom use.

The cost of about \$460 for the initial planting was borne by the homemakers and the school board.

Another step in the landscaping program will be taken this fall when each of the 17 homemakers' clubs in the county will plant a native tree, each bearing the name of the donor.

County landscape cochairmen are working with Prof. N. R. Elliott of the University of Kentucky and Elizabeth Donnell, home agent.

The location of the school building on a hill, surrounded by 18 to 20 acres of land of irregular contour, should make it one of the outstanding school grounds in the State.

Training 4-H Egg Specialists

HARRIETTE E. CUSHMAN

Extension Specialist
in Poultry
Montana

4-H EGG-QUALITY demonstrations are educating Mrs. Housewife of Montana. Yes, Montana has an egg law, as have most of the States. According to Montana's law, all retail eggs must be sold on grade with the grade seal affixed. But this does not solve our egg-marketing problem. Our homemakers, like other women of the Nation, are influenced more by education than by regulation in their egg-buying habits. For this reason, we have sponsored a 4-H egg-quality demonstration activity slanted toward consumer education. To enroll, a girl must be taking a food project for her second year and have passed her fourteenth birthday by January 1 of the current year.

The activity is divided into two parts, the demonstration itself and the campaign phase. In the first part, those girls who give a demonstration of blue-ribbon quality in their own counties come to the 4-H State Congress where they present their demonstration and are given a numerical score. Their scores are not publicized until October 1 when the contestants finish the campaign part of the contest. This comprises 50 percent of their final rating.

In the campaign phase, the girls give their demonstration to as many consumer groups as possible. Each gets 65 points for demonstrations given, which takes into account the number given, the percentage of

county population reached, the proportion of rural to urban people, the proportion of adult to youth groups. The demonstration arrangements, including general distribution over the county and the percentage of arrangements made by members against those made by local leader or extension agents, are given a possible 25 points.

The results are given a possible 10 points. In offering the contest, we state that the purpose is to: (1) Acquaint homemakers with the State grades of eggs and how to distinguish each grade; (2) show homemakers the use of the various grades in cookery, bearing in mind the food value, flavor, and "eye appeal;" (3) help homemakers to determine how to get more out of their food dollar, which includes the proper use of undergrades; (4) show homemakers how to care for eggs in the home so that quality can be maintained.

This contest was started in 1940 but suspended during the war years. To date, 37 girls have carried the contest through to completion, giving 544 demonstrations before 25,610 persons. When you consider that the entire population of Montana is about equal to that of the city of Minneapolis, we feel that the 4-H members have made a lot of contacts and that many persons are beginning to demand top-grade eggs and to know whether they are receiving what they have purchased.

National Interest Needed

In the past the State winner received an all-expense trip to the National 4-H Club Congress. But nothing stands still. The 4-H Club department feels that with many of the subject-matter activities, members may receive more benefit from a trip to an event where the subject matter of their project is the event. Following this line of thinking, the member working hard on selling the idea of egg quality could be greatly benefited by going to an event sponsored by the Poultry and Egg National Board or the American Institute of Poultry Industries. To further this idea the Montana 4-H department is willing

to pay all expenses of the Montana winner this year to such an event, in hopes of selling the idea to the organization so that they may in turn be future sponsors.

However, Montana cannot do the job alone. I doubt that we can get to first base unless there is national interest shown. Therefore, we would like to know how such an activity would appeal to other States. Could we get enough States to participate on a national basis to make the event worth while. If it could be done, it would certainly be a real factor in promoting consumer education. Then, with consumers truly knowing egg quality and demanding it, retailers are going to meet this demand, thereby benefiting the entire poultry industry.

New State 4-H Club Agent

Alberta Dishmon, right, is the newly appointed State agent for Mississippi Negro 4-H Club girls. She is shown observing the yard beautification project of Zell Hearn, 4-H Club girl of Byhalia, Miss. The new club agent is a former home demonstration agent of Lafayette County, Miss., and is a graduate of Mississippi Industrial College. Miss Dishmon succeeds Mrs. Dollye H. Hunt who resigned from the position in June.



FOR the first time in history the Japanese farmers have a complete agricultural extension service that addresses itself democratically to the problem of the land, of the home, and of the people who live and work on the land and in the home.

The Agricultural Improvement Bureau of the Japanese Ministry of Agriculture and Forestry, since its establishment in July 1948 has grown rapidly. In cooperation with counterpart organizations in the 46 Prefectures, it employs 9,100 farm advisers, 860 home advisers, and 375 subject matter specialists to serve the farm families in Japan's 10,500 villages. Under leadership of this extension personnel more than 16,500 rural youth clubs with more than three-quarters of a million members have been organized, and 13,700 groups that directly served 900,000 persons have carried out home-improvement projects.

Lacking words adequately to convey the ideas and concepts of democratic extension service, the Japanese are making such terms as extension service, home improvement, farm advisers, 4-H Club, a part of their own language.

A significant feature of the new program in Japan is the service rendered by Prefectural and village agricultural policy committees. The Prefectural committees advise the governors and the village commit-

An Extension Service in Japan

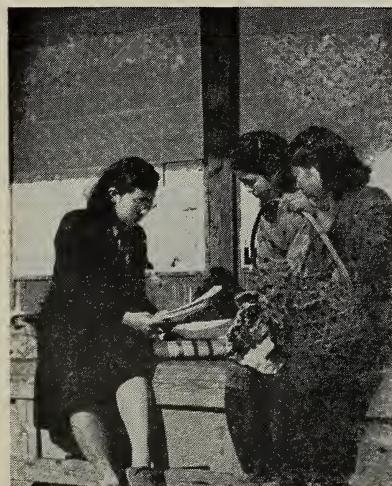
GARRITT E. ROELOFS

Office of Foreign Agricultural Relations, Technical Consultant
in Tokyo, Japan, 1947-1950

tees on extension policies and programs, budgetary and personnel matters, integration of extension and research programs, and other problems relating to the service. The village committees are chosen directly by farmers in the communities or selected by mayors from nominations made by farmers. They counsel farm and home advisers on plans and activities, represent farmer needs and opinions to advisers and all Prefectural officials, and, so far as possible, provide office and transportation facilities for advisers from locally raised funds.

A year ago the Ministry of Agriculture and Forestry adopted the policy to recommend women representation on the committees. The primary purpose of the agricultural policy committees is to assure that the extension program be established as a farmers' program, intended to serve farm families.

While promotion of modern extension services in other Asiatic lands presents some problems not found in Japan—for example, lower literacy rates, greater diversity of language, religions, and customs, and less-advanced agricultural research—experience with the new extension program in Japan goes far to support the belief that similar policies and practices might well apply elsewhere in Asia. Japan shares many problems with its Far East neighbors. Its farming lingers in the stage of "hoe culture," in which with hard labor by all hands and high production on small units, one farmer can produce scarcely enough to feed his own and one other family. In other words, about 50 percent of the people must engage in farming in order to supply 80 percent of the food needs of the entire population. Despite the farmers' best efforts, food yields are insufficient to feed the rapidly



The sunny shelf in front of the house is a fine place for the home visit.



A plow is something new and interesting to these farmers used to "hoe culture" and they came close to see how it works.

increasing population, and needs for still higher production will become greater each year. The pressure of population upon the land, and this applies to other Asiatic countries as well, has created demands on the Japanese farmers that can be met only if they are constantly kept informed by extension methods of the most advanced and applicable farming practices.

Through working in a new program the basic concepts of which were unfamiliar to them, farm and home advisers encouraged by follow-up short courses and a steady flow of printed aids have shown remarkable interest in and aptitude for their work. Their work-

ing relationships with area agricultural improvement committees, developed in frequent meetings and personal contact, have produced ever better planned and executed local programs. Farmers were familiarized with the service through graphically illustrated posters and pamphlets, film slides and movies, and such devices as arm bands, lapel buttons, and green bicycles, which made extension workers easily recognizable. All methods used to reach the farm families with information on the service and the service's programs were planned to appeal to their intelligence and dignity, and it is upon that basis that the new extension system has been firmly built.

vial terrace but the soil is low in fertility so tea bushes occupy most of the village arable lands, as they grow well there.

One day, an itinerary movie of the Civil Information and Education Section of the Occupation Forces was screened at our school. What attracted our special attention in the picture were the activities of 4-H Club members of United States rural villages. Scenes of these members engaging in their work pleasantly and earnestly, each wearing a badge of clover leaf, have deeply impressed us who are of the same age as they are.

Accordingly, we asked our teachers the following day to explain in detail the conditions of United States 4-H Clubs, with which they readily complied. Upon hearing the teachers' explanation, several of the students agreed to establish a similar club.

Preparations were made rapidly, and the inauguration meeting and ceremony was held in the new sewing-room of the school. In addition to the members, teachers in charge of the vocational and housekeeping courses, as well as extension advisers, were present. At the outset, club members and officers were selected, followed by the decision on the objective of the 4-H Club and the activities to be made thereafter. With teachers' kind advices, it was decided to start about nine projects, each selecting what he liked.

Ten boys are on the weather team. Agriculture is an industry most sensitive to weather conditions, so we are required to be well acquainted with the meteorological conditions of our native place. Members of the club are daily conducting meteorological observation, by fixing the turn to be on duty and the result is posted on the notice-board to make it available not only for the club members but also for farmers in general. Weather forecasts are also made by preparing weather charts, based on the result of the observation made at the observatory situated in a corner of the school and the distribution of atmospheric pressure heard through radio broadcast.

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Our 4-H Club in Japan

(Members of the Kasahara 4-H Club in Japan wrote this history of their club which was translated into English with a minimum of editing. The club numbers among its members 28 boys and 22 girls between the ages of 13 and 15.)

OUR VILLAGE is situated in the central part of the Japanese Archipelago and on a terrace of the Ogawawara mountain range, gently sloping toward the sea. It is a small rural community facing the Pacific Ocean and covers some 20 square kilometers with a population of

some 4,500, involving 800 families. A large part of its cultivated lands form a chain of paddy fields along the seacoast.

Generally speaking, the climate is mild and healthful, with but little snowfall, but there is much rain in May and June. It is on the dilu-



The words Four H are being made a part of the Japanese language as 4-H Clubs develop there.



September 11, 1951, will go down in the local history of Marathon and Portage Counties as "Good Neighbor Day" when 900 neighbors used 24 hours of their time to build a new house and barn, and modernize the farm of a young neighbor who had come upon hard times.

THE DETAILS concerning Wisconsin's Good Neighbor Day, especially those dramatic ones, can be found in the newspapers and magazines throughout the United States. In this article, I would like to concentrate on three factors: genesis of the project, the methods of organization, and the value of the project in the extension program.

The primary aim was neither to build the farm for one family nor to perform this in a so-called "24-hour" project. The farm served only as a canvas on which to demonstrate the most important asset of our American society, the willingness to help each other. The project proved that this treasure is unlimited in our people, urban as well as rural. We need only to have the proper tools and "know-how" to mine from the soul this precious catalyst of progress in society. Without willingness to help each other, all group activities are either of compulsory character or they do not exist at all.

The main goal of Wisconsin Good Neighbor Day has been to test the

results of extension methods as applied in 10 townships of Marathon and Portage Counties. The desire to check the social progress in this area by human behavior gave the first impetus to the idea of a Good Neighbor Day.

We can judge the physical and the social level of a community whether it is a neighborhood, parish, county, State or country, by two criteria: technical development and social behavior.

It is comparatively easy to estimate the technical progress, whether in agriculture, commerce, or in any other branch of national husbandry. This progress may be measured either roughly by eye or precisely by finding a numerical expression for it. We all know that this technical agricultural progress in our community has been tremendous and we can prove it very easily to any stranger.

However, it is much more difficult to evaluate the human behavior of the community. We need for that to have special events. These events can be terrible or disastrous or de-

Good Neighbor Day

Dr. B. J. PRZEDPELSKI

Associate County Agent,
Marathon and Portage Counties

structive like a big fire, flood, or war (none of us would like to have events like these just to check our willingness to help each other) or they can be pleasant, constructive and useful. Our project belongs to the second group. It is pleasant, constructive, and useful. It has been also successful. It has been successful because the object of the event was properly chosen and worthy of the effort of the community.

The candidate for our project, Frank Flees, was chosen with care. A farmer who was born on November 16, 1923, on his parents' farm in the town of Franzen, Marathon County, he graduated from the local grade school. In 1943 he joined the U. S. Marine Corps in which he served until December 27, 1945; more than 2 years of service in the Pacific. He was commended for meritorious service on July 23, 1944. He was wounded July 26, 1944, at Guam and was awarded the Purple Heart medal.

On August 16, 1946, he married Lorraine Groshek, his girl friend from school days, and moved on to an 80-acre farm in Franzen, which he bought from his father-in-law. Since March 1, 1949, he has attended the G. I. Farm Training School. His family consists of parents and 2 children, a daughter, Audrey, 3 year old, and a son, Roger, 2 years old.

While filling a silo on his farm about a year ago, a piece of broken chain hit his right eye and caused him to lose it. This unfortunate accident while struggling for independence, put Frank Flees in an

(Continued on page 208)

What Rural People Want To Read

GLADYS HASTY CARROLL

Mrs. Carroll, well-known Maine author, represented the rural reader at the Rural Reading Conference held in Washington, D. C., September 24-26 sponsored by the Extension Service.

I SPENT the first 15 years of my life as a resident of a rural community, first on a Maine farm and then in a Maine village. For the next 15 years I was away from it, living in metropolitan centers, near metropolitan universities, spending most of my time thinking and writing about what I had learned during the first 15 years. For the past 15 years, I have been back in the same rural community seeking to understand and to learn how to explain to others what took place while I was gone.

As a result of improved communications and transportation the change has been tremendous. Rural people are no longer dwellers in a world apart. They are no longer quaint. They are not shy. They are not uneducated. They are not out of style. They live very comfortably. They travel. They see and listen to famous people on radio and television. They discuss intelligently Hollywood productions. But they are not reading many current books.

Why are rural people not reading books when they are doing so many other things? I think the reasons are two: They don't see many new books and they don't often greatly like what they do see.

When I was invited to come to the Conference on Rural Reading, I talked with several of my neighbors about it. Some dozen years ago they took over our district schoolhouse, which was no longer needed for a school—took it over and made it into a community center. Through this community association we have accomplished many things and are still accomplishing many things. Electricity, scholarships for our

young people, fire extinguishers for our homes are now a reality, but the problems of a community library have not been worked out.

My neighbors say they do not like nonfiction that they consider dry, obscure, or depressing. They do not like fiction they consider obscene, horrible, silly, or deeply depressing. They do not want books which cost too much to be disposed of after one reading, but which are not worth reading twice. They do not like

poetry they cannot understand nor books which seem to have no connection with truth as they know it.

So what kind of books do they want? Nonfiction which is clear, vital, and inspirational. They want to read more about the American past which they believe in, and more about the projected future of a world they want to believe in; more about whatever part they can play in building a fellowship of nations. They want readable biographies of people they can respect and admire, whether the subjects are famous or just good citizens. They want fiction which seems to them potentially true and worthwhile, about characters they feel better by having met, characters whom it is conceivable that they themselves might be if they lived or had grown up in New York or Hollywood or England or Japan or Pakistan.

They want fiction, nonfiction and poetry which they do expect to treasure for a lifetime and to item-

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Good Parent Makes Good 4-H Leader



J. A. Hopper (seated in center) is the local leader of the Intelligence 4-H Club of Madison, N. C., and the father of 6 boys and 3 girls. This makes a good combination, he finds, and he has kept his sons and daughters interested in their 4-H projects. Their years in club work, if added, would total 39. The boys at home now are carrying projects in hybrid corn, dairy calf, tobacco, brood sow, feeder pigs, garden, Irish potatoes, broilers, and laying flock. Will Rogers Hopper (right, front row) had one of the ten best health-improvement records in his county this year. As a parent, Mr. Hopper finds his work as leader profitable, and vice versa.

"TV's Bustin' Out All Over"

MAYNARD SPEECE
Television Information Specialist,
Office of Information, USDA

THE seeds of television are sprouting in Texas. A recent letter from R. B. Hickerson, radio editor, expresses enthusiasm over the new television shows which are starting. The interest in this crop accelerated during the series of television conferences that were held in San Antonio, Fort Worth, Dallas, and Houston. In Dallas, local agents A. B. Jolly and Orene McClellan are working with the farm broadcaster, Murray Cox, on a regular farm program he has started on WFAA-TV. A seedling farm television program in Fort Worth just grew a new leaf when farm broadcaster "Doc" Ruhmann expanded his garden program and started a new one, broader in scope. A sprig of green can be seen in Houston where the farm broadcaster, Bill McDougall, started a daily farm television show on KPRC-TV, and it won't be long before the seeds planted in San Antonio will be shooting up into sight.

The conferences were arranged by the Texas Extension Service, basic planning being done by Frances Arnold and R. B. Hickerson; and I represented television from the U.S.D.A. Everyone had a chance to get in the act—the local agents, district agents, State administrative staff, State specialists and program production personnel of the TV stations.

The television stations gave the conferences a great deal more meaning by making it possible to use the television studio and its equipment. This enabled everyone to get the picture of how a television studio operates, to learn about its equipment and what it can do; and it also made possible closed circuit demonstrations so that we could "see ourselves as others see us."

We talked about demonstration

techniques, and what differences the television camera made on live action; we talked about visual aids with Jack Sloan and how they could be best used on television and we also saw some new visuals created

especially for television. Some of the possible services that the State office could give to help the agents in the field were also discussed.

After the session in Forth Worth, Director Gibson said, "This field of television is new to most of us, but we all have a much broader conception of the medium as a result of these conferences. Extension certainly has something to offer, and we feel that it is a challenge for us to properly fit this medium into our kit of information tools . . . we feel that we have taken the first step toward the use of television in Texas."

There's Glamour in Pasture Improvement

ALFRED H. GESELL
Gibson County Agricultural Agent, Indiana

WE ALL AGREE that the farmer on the back 80 should improve his pasture. How can anyone arouse his interest to make these improvements?

In 1949 a committee of five farmers discussed this problem in the county extension office at Princeton, Ind. The idea developed was to recognize at an achievement program any farmer that made improvement over his last year's pasture. Second, secure a sponsor who will provide medals to all farmers achieving a pasture good enough to merit an award. Third, develop a score card that a judging committee can use when inspecting these fields. Fourth, participant must enter contest by July 1 of each year.

The score card used by judges allows 10 points for uniformity of mixture and lack of bare spaces between plants, 15 points for culture residue mulch, 10 points for preparation and smoothness of seedbed, 15 points for weed control, 25 points for how well pasture fits into farm program, 25 points for population one-half legumes and

one-half grasses, and 10 points for proper land use.

Twenty-seven contestants participated in 1950. Judging was exchanged by townships. They selected the township winner and also scored the contestants as the gold medal, silver medal, bronze medal, or too low for award. Three judges from out of the county were selected to pick the county winner from the township winners. The judging is done the latter part of September, and awards are made at the annual county achievement banquet held the first part of February. The educational value is increased by frequent reporting in the newspaper. The judges actually see for themselves good pastures and what others are doing. This project gives the extension agent excellent stops for tours. Indirectly, the neighbors and relatives pick up good pasture pointers.

Anyone can win something by doing a good job. No farmer is competing with goals he cannot reach but certainly can beat his own past performance. The contest has given zest and interest to the whole extension program.

DO YOU KNOW . . .

MRS. LEA ETTA LUSK, *a home demonstration agent whom the people won't let retire*

SHERMAN BRISCOE, U. S. D. A. Information Specialist, Press Service

AN EXAMPLE of the value which communities place on the important work of the 400 Negro home demonstration agents in the 17 Southern States is shown by the experience of Mrs. Lea Etta Lusk of Brenham, Tex.

She reached retirement age 2 years ago, but the white people and the Negroes of Washington County, Texas, still say they just cannot spare her. To back up their wish, they have agreed to pay a third of her salary, and so Mrs. Lusk is on what Texas State Extension Service calls "modified retirement."

Although the home agent is 67, she still is very active. The 101-pound extension worker walks through a rural home or over a farm at a pace that tires out most people half her age. And, maintaining what amounts to almost a record, Mrs. Lusk visits annually nearly a third of the 900 Negro farm families in her county, in addition to conducting demonstrations, tours and meetings.

In recognition of her service to the improvement and enrichment of rural life in her county, the U. S. Department of Agriculture awarded her a Superior Service Award last May. She is the first Negro home demonstration agent to be so honored.

Mrs. Lusk was too busy with her work to come to Washington to receive the award from Secretary Brannan; so the presentation was made at Prairie View A. & M. College by H. H. Williamson, former assistant director of the U. S. D. A. Extension Service.

"I am not sure that I deserve this honor," said Mrs. Lusk. "All I have done is to try to help the farm families in my county to help themselves."



For years Mrs. Lusk urged Mr. and Mrs. William Sheppard (right) of Washington, Texas, to go into dairying to supplement their income from cotton. Finally she sold them two cows on credit to help them get started. Their weekly milk check now averages \$65. The Sheppards are showing Mrs. Lusk (second from left) and Myrtle Garrett, district home agent, their milk cooler.

And she has done that extremely well, say the people of Washington County. They point out that she has shown the women how to grow better gardens and preserve more food, and she has helped families develop farm plans and work toward ownership of a farm. Twenty-five years ago there were some plantations in her county; today there are practically none. Family-size farms are the pattern there now.

Mrs. Lusk started out as an emergency home demonstration agent in the county in 1919, 10 years after her graduation from Prairie View. The big problem in those days was to get more people to can meats.

The new home agent found many skeptics, white and Negro, who did not believe that meats could be successfully home-canned. One physician even told a group of women

whom she was showing how to can some steaks that if they ate that meat from the jar, it would kill them. Fortunately, most of the women had canned beef the year before and knew it was safe.

Also, county officials once refused to provide enough funds for her canning program during those early years. But Mrs. Lusk worked out a plan to get support. The next time the Rotary Club had a luncheon, she volunteered to help the hotel chef serve the meal and bribed him into letting her serve the club home-canned beef roast.

Not knowing they were eating canned meat, the Rotarians of Brenham enjoyed the meal and commented on the tenderness and tastiness of the meat. At the end of the luncheon, Mrs. Lusk entered the dining room and whispered to the

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Shift in Emphasis

THE SHIFT in population—and in way of life—from rural to urban and to rural “nonfarm” is putting new demands on the home demonstration program in Virginia.

There are some 1,157,000 people living in cities and towns of more than 2,500 population. Of the 55 percent classed as rural, it is estimated that about 25 percent are rural nonfarm. “When people change their way of life from farm to industry, their patterns of living are changed considerably . . . these changes have pointed up the need for modifying the home demonstration program,” says Maude E. Wallace, assistant director of the Virginia Extension Service.

For instance, stress is now being put on the “consumer element.” Families who used to produce most of their food and make most of their own clothing, now buy a large percentage. They are asking for help in wise buying, wise use of time. They have a problem of management.

As rural electrification becomes widespread (about 91 percent of Virginia’s farms now have electricity available) homemakers seek more technical advice on buying and using appliances.

Electrification and availability of appliances and modern conveniences have also made it necessary for families to study and plan carefully for all house building or remodeling. Many families live in old houses not originally designed to accommodate modern facilities. “With building costs high, even in proportion to increased income, good planning is essential,” Miss Wallace says.

More emphasis also is being put on rural arts, nutrition, and clothing.

“Food after 40” has been one of the most popular programs in Virginia this year. Interest in the care of older people is growing. Food preservation continues to be an important activity. For instance, last year a little less canning was done, but much more freezing of foods.

About 5 percent of the farms now have home freezers, and there are 82 community freezer lockers.

A “gratifying” trend is the increased willingness of volunteer leaders to help with the home demonstration program. Last year, 10,422 project leaders and goal chairmen helped with the adult program—an increase of 1,836 over the year before. These leaders held 6,344 meetings, without the home agents’ presence—an increase of 2,000 over 1949. These leaders were trained by agents and specialists in 1,475 meetings.

Increased activity of leaders also

was noted in the 4-H Club program. More than 2,180 leaders helped with 4-H work, and held 3,379 meetings without the agents being present.

In all, Miss Wallace reports, some 119,000 contacts with farm families were made, either directly or indirectly, by the agents, and 32,000 of them were reached for the first time in 1950.

Ninety-two of Virginia’s 100 counties are organized for home demonstration work with white people. In the eastern and southern parts of the State where there is a large Negro population, 29 counties are organized for work with Negroes.

They Have the Spirit

THE old-fashioned “log rolling” community spirit is not dead in the Union Hill community of Cherokee County, Ga. Twice a year the name of each farmer in the county is placed in a hat and one name drawn out. Everyone in the community then works a day on the farm of the winner. This spring’s winner was Clyde Owens, a young veteran operating a small farm and broiler business. On Wednesday, May 2, more than 100 men and women of the community shared a day’s work with their neighbors, the Clyde Owens. This group, by the way, included two bankers.

Young Owens saw terraces built; meadow strips graded and planted; road banks around the house plowed down, fertilized, and seeded to grass; landscape work around the home and the porch remodeled. Meanwhile the women of the community made dresses, pillow cases, and quilts, and served a picnic lunch. Neighbors brought in two trucks, seven tractors, and one bulldozer to aid in the work. All work was done according to plans which had been carefully made by Mr. Owens, County Agent H. A. Maxey, the local conservationist, and members of the community planning

committee before the work was started. Cherokee County Agent Maxey says that this is just one example of the way people in the Union Hill community work together. Another drawing and another work day were to be held this fall.

People Want to Read

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ize in their wills, and which therefore is worth the price of attractive binding, good paper, and clear print. They want light, pleasant fiction and readable nonfiction of fleeting or doubtful value but they want this paperbound or at reprint prices.

They have seen little in recent years which met these requirements. What they have found they have cherished and they are loyal to the authors they trust although they frequently cannot find out where to get another title by a trusted author or when that author has a new book. People in rural areas probably are not going to buy books in any quantity until they see more books which most Americans would be the stronger and better for reading.

Our 4-H Club in Japan

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Farmers are very often seen standing in front of the notice-board and saying at seeing the information thereon: "We shall have rain tomorrow, as it has become somewhat warmer."

Horticultural and electricity teams of 16 boys experiment with germination of seeds, testing with thermostats, and cultivate spores of Shiitake (*Cortinellus shiitake*, a Japanese edible mushroom) and yeast as well as nodule bacteria. In addition, they try to raise vegetable seedlings by setting up electric hot-beds. As the raising of vegetable seedlings requires special care, every member engaged in it felt responsibility. The seedlings were distributed to farmers. Shiitake spores are distributed to the farmers of mountainous parts of this locality, which are well fitted for the cultivation of shiitake.

The stock-raising team of four boys and one girl takes care of domestic animals when they return home from school. One of them is raising pigs and training them to forage at will without getting lost.

Again, a member girl is rearing fowl at her home and a labor ox. The care-taking of them morning and evening is her routine. The big ox is a lovely animal to her. On Sundays and holidays in the farming season, she conveys firewood and manure on a cart drawn by the ox and she is now teaching it how to plough paddy fields. Her hens lay eggs very well, thanks to her kind and sincere tending, based on a slogan, "Hen house must always be clean."

The chemistry team of five boys is measuring acidity of wet and dry field soil by collecting it from different farm households. This locality has much rain, and lime and potassium are apt to be short. In some places, acidity is over pH 4.5, so the measurement of acidity is made in June and October on a priority basis. For this purpose, cards are ready on which are entered the result of examination of the materials received from farmers and the volume necessary for the neutralization of acidity is in-



Pioneers Compare Notes

Extension philosophy could have been the subject these four are discussing, if you consider their years of extension experience. But it was more than likely some "schoolboy" prank that one of the "younger" students of Perry G. Holden (right) pulled back at Iowa State College early in the century. Holden, former Iowa extension director and a man credited with much of the progress made in development of better corn, lives at Charlevoix, Mich. When M. L. Wilson (left), director of extension for the U. S. Department of Agriculture, visited Michigan recently he got in touch with two other former students of Director Holden. They were: M. L. Mosher, retired extension professor of farm management and agricultural economics at the University of Illinois (next to Wilson) and R. K. Bliss, director emeritus of extension in Iowa. All three met at Michigan State College at East Lansing and paid a visit to Mr. Holden in northern Michigan. County Agricultural Agent Ed Rebman in Charlevoix County learned of the meeting and arranged for this photo of the friendly visit in Professor Holden's home.

formed them. Farmers are expressing their feeling of gratitude for such information, as it contributes much toward rationalizing fertilizer administration and the increase of production. If arrangements are made for facilitating exact experiments in the future, the team is contemplating preparing charts of the nature of soil.

Since most of the arable land of our village grows tea and most of our livelihood comes from tea, it is by no means unnatural that we are most deeply interested in the tea industry. Accordingly, we have an experimental tea farm for our joint study, where we carry on the survey of germination and the growth of shoot, and also the measurement of output.

Needless to say, the manuring and control over injurious insects

are done by ourselves. We have been taught that the output of tea leaves and their quality vary, according to the kind of fertilizers and their quantity. When May comes round, plucking tea leaves comes to an end and they are conveyed to neighboring mills, where we engage in processing tea in company with adults.

In addition, our club took part in the tree-planting campaign, which is an annual event throughout the Nation for the period of one week from April 1 to 7, during which time we engaged in tending trees and planting cherry trees. On the last year's Arbor Day, seedlings of Kuro-matsu (*Pinus thunbergii*) were planted in the experimental plantation of our school, with the help of some members of the P.T.A. Re-planting and weeding were made there by all club members this year.

Good Neighbor Day

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exceptional position and that is why his 125 colleagues from G. I. Farm Training School and his 75 neighbors, organized in rural neighborhoods, unanimously decided to help him. Frank Flees had never asked for any help.

The method of the organization of the project was the same as for any other extension activity. Through personal visits to rural neighborhoods and to civic clubs in nearby cities, people heard of the idea, accepted it, digested it, and adopted it as their own project. As a result everyone considered it a privilege to take part in it. Commercial elements were limited to a minimum. A donor of labor or materials did this without having in mind any kind of payment except the feeling that he was a participant in a worthy enterprise.

The project had been approved by county extension workers, county agricultural committee, and the Extension Service of the University of Wisconsin before we started to work on it.

The value of the project for the extension program is two-fold: educationally it will serve as a living example for generations what a good neighbor attitude can accomplish technically, the farm will serve as a model for proper farming and home-making practices. September 11, 1951, was not the end of the Frank Flees farm project, but the beginning.

Everyone realizes that we have to continue the work in order to fulfill the trust which people so generously invested in us. Then, and only then, we will deserve the credit given by Director W. W. Clark, who called it "a first-rate piece of extension work."

Our project met with great success because:

1. It was based on the principle of our democracy.
2. It was a free enterprise (no one was compelled to do anything).
3. We believed in ourselves.
4. We gave, besides our physical help, our spirit and heart.



Kansas Milk for Refugee Children

A CARLOAD of milk—enough to give 900 hungry children three glasses daily for an entire year—was the 1951 gift of Kansas home demonstration unit members to the refugee children of war-ravaged Europe. The milk "train" was being started on its long journey abroad when this picture was taken. The milk, bought at a cooperative creamery at Hillsboro, Kans., with money given by the 48,000 members of the 2,000 Kansas home demonstration units, was presented to CROP for distribution.

As Kansas homemakers are always interested in good nutrition, a gift of food for children particularly appealed to them. The milk has already been shipped to Germany and Yugoslavia. Much of the CROP food shipped overseas is for

refugees from behind the Iron Curtain.

Shown here at the dedication are: (from left to right) Ida Hildibrand, McPherson County home agent; Jane M. Foster, Marion County home agent; Mrs. S. A. Fields, McPherson; Clarence J. Malone, Topeka, State director of CROP; Georgiana Smurthwaite, State home demonstration leader, Kansas State College; Yvonne Beeby, assistant home demonstration agent in training; Mrs. Dan Schlotthauer, chairman of the Marion County home economics advisory committee and Mrs. M. J. Summer, McPherson. L. C. Williams, dean and director of the Kansas State College Extension Service, is chairman of the executive board of the Kansas CROP committee, and Miss Smurthwaite, a committee member.

- In June the Frank R. Pierce Foundation awarded fellowships for graduate study to four county extension agents. They are HERBERT HARLAN HADLEY, Allen County, Ohio; LEE CHARLES BENSON, Alameda County, Calif.; HOYT MITCHELL WARREN, Henry County, Ala.; and GALE LEROY VANDERBERG, Outagamie County, Wis.

The awards were made at a din-

ner attended by members of the Committee on Extension Organization and Policy, officials of the National Association of County Agricultural Agents, directors of the Foundation, several members of Congress and others.

The fellowships each carry a grant of \$2,000 plus tuition for 9 months of graduate study at a leading university.

Job of County Agent

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the specialists for information. From whatever source, the county agent *must* know or get the facts.

Having the facts, the county agent's next responsibility is to sort out those facts and interpret them to the recipients in such a way that they will be accepted. Not all facts are applicable or necessary to all regions equally.

The county agent is a teacher. Facts necessary to the development and improvement of the people and agriculture in his county must be presented. It requires skill to become a classroom teacher. But when the classroom walls are boundaries of the county with little homogeneity as to age, intelligence, race and interest, it offers the teacher a distinct challenge. This challenge is met through every possible technique of mass media and personal contact.

However, there are people who don't want to learn, who want to be let alone. The county agent must find the incentive that will get action. This can often be done by an indirect approach involving a large number of people through other organizations or by organizing group action on projects that have a varied appeal.

A student, an interpreter, a teacher, a promoter and organizer—that is our present day county agent. His activities are as varied as the problems of the people and as complex as life itself.

THE MORE DIFFICULT TASK

HERBERT W. PEABODY

Agricultural Agent, Newport County, R. I.

RATHER than representing the county agent as a spigot on the specialists' barrel of knowledge, the competent agent would have a barrel of many spigots among which would be the various specialists. These could be turned on as necessary and the flow limited to the needs of the agents' program.

Professor Braithwaite outlines some very basic fundamentals. "The county agent should never lose sight of the fact that the heart of his profession is his relationship

with people" — primarily farm people, but definitely all other groups in the community. The last paragraph in his presentation is especially noteworthy.

Available information is cataloged on agricultural and the many other community problems. It is there for the asking—either through the extension service or a multitude of other sources including farm papers, and other U.S.D.A. agencies, servicemen working with agricultural supply firms, and others.

The problem in agriculture is not so much one of having the technical answer to an agricultural problem, as to activate the desire in the farmer or individual to investigate and perhaps change practice. Last summer a pasture tour was held on the Newport County farm which later won the New England Green Pastures contest for all of New England. At the end of the tour one of the farmers remarked that the college folks and county agents had talked for years about what he had just seen, but he had never believed it, but it was true. This tour served as a practical basis for his desire to investigate, to accept and to change practice.

We in extension should not be too concerned by our legal prerogatives as teachers of agricultural science or worried about other agencies taking over our job as Professor Cunningham suggests. Other agencies, commercial interests and many other sources of material are available and will be used as they best fit into the problem of teaching—the problem of motivating change. Here is the test of public and human relations in a county agent's program.

Professor Hanks recognizes this problem of activating desire as primary in extension teaching.

Professor Johnson's statement that the agent's primary job is one of aiding agriculture to be efficient and prosperous and that the other things of the good life on the farm will follow is basically true.

However, the problem of keeping informed and of getting known

answers to problems, difficult as it is, is the easier side of the county agent's job. The job of activating the farmer to "ask the county agent" or to get him to seek more information, including sources other than the county agent, about his farm practices and the other activities important to him is much the more difficult task.

Another Cow Heard From

MORE than 2,000 Bay State dairymen have had a chance to see a purple cow—or a reasonable facsimile.

Clarabelle is a colorful cardboard cow; and she teaches a lesson with the prompting of her boss, Stanley Gaunt, who is extension dairyman at the University of Massachusetts. Without so much as a blush, Clarabelle exposes her four stomachs to show dairy farmers the way to better bovine nutrition.

Gaunt is using Clarabelle to illustrate to Massachusetts dairymen the principles of dairy feeding. "She's worth more than the proverbial thousand words," the extension man says. "I can demonstrate how a cow chews her cud with Clarabelle's electrically operated mouth and show the path taken by a mouthful of hay as it goes from one stomach to another."

During his talks, Gaunt brings out facts about cows that few dairymen know, although they've worked with the animals most of their lives. "Some of us think we have big stomachs," says Gaunt, "but they're nothing compared with the 300-pound capacity of a cow. Her complete digestive system is more than 200 feet long, and she produces her own bicarbonate of soda." He says about two-thirds of a pound of bicarbonate of soda is present in the 35 pounds of saliva a cow uses in chewing her cud each day.

Most of us think of a dairy cow as a lazy, easy-going creature. Actually, there is a veritable assembly line of production going on inside the cow—even while she is resting. "For example," Gaunt points out, "around 10 tons of blood pass through a cow's udder in a day to manufacture 50 pounds of milk."

Do You Know . . .

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chairman that she had just served them home-canned roast. The chairman smiled broadly and announced the revelation to the group. The next week the county appropriated additional funds for home canning.

As the canning program got under way and many of the rural people, Negro and white, began to preserve more food, the merchants protested that they would be ruined if it continued. But Mrs. Lusk convinced them one by one that although most of the farm people would be buying less food, they would have more money to spend for clothes, farm equipment, and other things.

She was right; the more the farm people prospered as a result of their savings on food the more all the businesses prospered. Today some of these merchants, Rotarians, and farm people are saying to Mrs. Lusk: "We just can't spare you. Take a vacation; take as long as you like, but please don't retire."

Although the home agent is tired she appreciates the gratitude of the people. It buoys her up for her daily tasks. "There are 36 communities in this county; and I have homemakers clubs organized in all of them, and I make my monthly rounds just as I have always done."

Driving is no problem. Her husband, John M. Lusk, a former county agent, does the driving as always. They have a new car—just got it last fall after using their old one for 20 years.

The Lusks were appointed as an extension team right after World War I. They have worked side by side ever since, although a law prohibiting family employment by the State has prevented him from serving as county agent since 1933.

When Mr. Lusk is not chauffeuring his wife over the county he is home raising truck crops on their 40-acre farm and making a good living at it, too. He used to raise cattle; but a few years ago he sold part of his land and most of his cattle to younger farmers in the county whom Mrs. Lusk was encouraging to develop a balanced-



Plaque for Director Munson

Massachusetts 4-H All Stars present a plaque to Willard A. Munson for outstanding service to 4-H Clubs. Last February Mr. Munson completed 25 years as Director of the Massachusetts Extension Service.

farming program by raising cattle and hogs in addition to their cotton, corn, and watermelons.

This is the one instance in which the award winner has reversed herself. Usually she never preaches what she herself doesn't practice. In the case of cattle raising, she and her husband had made a success of it but felt that they were getting too old to try to handle livestock.

But Mrs. Lusk still cans, helps keep her lawn and home beautiful, her poultry house is in good repair, and truck farm a model enterprise. "It's the only way to teach people," she says. "Folks, even country folks, don't pay much attention to what you say; they watch what you do."

Mrs. Lusk's neatly arranged office in the heart of Brenham also attests to her philosophy of being a demonstration herself as well as doing demonstration work.

Mr. and Mrs. Lusk were married in 1909, a few months after she had worked her way through Prairie View. "My mother got me started in college, but she died when I was a

junior," says the home agent. "Then I stopped out a year or two, taught school, and sent myself back the last 2 years, working part time at the school for my board."

The award winner thinks that the greatest tribute ever paid her was a statement made by a farm woman at a demonstration meeting. Said the rural homemaker, referring to Mrs. Lusk, "She ain't telling you what she ain't doing."

"I'd like that included in my obituary," says the spry home agent who has done her work so well that the people won't let her retire.

Staff Meetings

A county staff meeting can be both enjoyable and instructive, reports Ed Alchin, agricultural agent in Oakland County, Mich. At least twice a year he invites a representative of the press or radio to come in and "keep the staff on their toes and abreast of the times." "We ask for good constructive criticism of what we are doing in their field, and we find we get some mighty fine suggestions," he says.

Barn Remodeling— an Extension Tool

MAX F. ABELL

Extension Economist in Farm Management, New Hampshire

IN EARLY days barn remodeling was a service to help farmers get barns that were low in cost and required minimum labor. The purpose was frequently a safety or economy measure, bringing an antiquated, weak, and cold-floored stable up to standards required for health and economy. In some cases new techniques of dairy barn work necessitated change of the structure and equipment.

Now, the reason for remodeling involves more economic use of labor, more mechanical methods, improved methods such as rapid milking, better cows, greater production from the land, the need for more cows to carry the added expense involved in higher wages, more machinery, more services, pen stabling, and last but not least, more income to pay for remodeling.

Now remodeling is an important tool in farm organization and reorganization. Reorganization is spurred on by need for a barn that fits enlarged operations, or forced by the other growing pains of more hay, pasturage, and machines able to accomplish more, and increased costs requiring more income.

Barn remodeling has been tied to changed and changing economic conditions. With few exceptions, barn remodeling has resulted in increased herds, often by as much as 50 percent.

Individual remodeling jobs have been so located that they now furnish the county agent with adequate material both on how to remodel and especially on why. The extension engineer and the extension economist work closely together on these plans.

press method. The pictures and titles combine to tell the complete story; however, there is also available a script carrying more specific information based upon the research work in corn drying.

New Filmstrip on Drying Corn

A new filmstrip is available on the drying of ear corn with forced air. It includes information on the arrangement of bins, air ducts, and fans for drying with natural air circulation, and arrangements and operation of heated air driers. It is based upon current research of the U.S.D.A. and States in the North Central region.

The filmstrip was prepared by the Visual Aids Section of the Division of Extension Information in cooperation with engineers of the Division of Farm Buildings and Rural Housing, who supplied the technical information. Distribution of the filmstrip is made by the Extension Service in the usual manner.

The filmstrip is in black and white with 40 frames. It is available in both single and double frames. The titles are put on by the hot

Evolution of Texas Pantry

(Continued from page 197)

Green and she began to enjoy her audience.

She told in an amusing way how she used to plan her menu to include a can of corn and a can of beets. But a hasty change in her menu would have to be made when the cans of corn and beets were opened and they turned out to be two cans of beans.

Then she told how the new plan gave her balanced variety in canned foods instead of an oversupply of tomatoes and corn.

Misses Bartholomew and Hatfield were fairly bursting with pride when the response from the audience became so enthusiastic. They were convinced that this demonstration and thousands like it spread over Texas would raise the standard of living in rural homes.

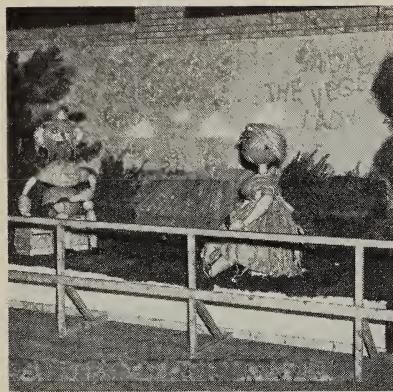
In 1935, the ventilated pantry idea was brought to Texas by Grace Neely. Tests showed that food could be kept ten degrees cooler in a properly built ventilated pantry than in an ordinary room. The ventilated pantry permitted the cool air from beneath the house to circulate around the containers, then escape through an opening in the top of the pantry.

By this time, more than 10 million containers of food were being canned and stored each year. Then in 1937, national attention was focused on the program.

In celebration of the seventy-fifth anniversary of the Association of Land-Grant Colleges and Universities, the ventilated pantry of Mrs. Wade Williams, a Parker County home food supply demonstrator, was carried from Texas to Washington, D. C. The pantry was set up in the U. S. Department of Agriculture where thousands of people visited the exhibit.

Mrs. Franklin D. Roosevelt, wife of the President, said "I did not visit it once, but three times, and I took someone with me each time."

The following year, a similar exhibit was set up in a Houston hotel during the State Bankers' Association convention.



From Sam's cauliflower ears to Sadie's onion necklace, they are products of the vegetable garden. The only "foreign" materials used were Sadie's hair, made from new hemp rope, and her eyelashes, which came from a 10-cent paint brush. All cut surfaces of vegetables were treated with formaldehyde to inhibit the growth of molds and rot organisms.

TWO HEADS are better than one even when both are pumpkin heads." This slight twist of the old adage might well apply to Sam the Vegetable Man and Sadie the Vegetable Lady, who put on a stellar performance at the New York State Fair this year.

Sam and Sadie were born of the frustration experienced by many of us who have designed and built "dignified" institutional exhibits for State fairs, only to see them passed up by the crowd for the professional barker around the corner. He could always attract a crowd with his trick knife sharpener or car gadget that would save half your gas and make a fliker run like a high-priced car. So—if you can't beat 'em, join 'em.

Sam made his first appearance at the New York State Fair in 1950. His mission at that time was to attract the crowd and call attention to a vegetable exhibit. Here was shown by well-labeled specimens the latest work of the Cornell scientists in vegetable breeding, disease control, and cultural practices. It was hoped that the people once stopped would study the exhibit and carry away with them the gems of wisdom at their disposal. No soap. Not one in twenty took the trouble to inspect the superior products of

The Saga of Sam and Sadie

GEORGE S. BUTTS

New York State College of Agriculture
Cornell University

the melon or cucumber breeder, but they stood around six deep to hear Sam repeat his single spiel—this in spite of the fact that the sound, reproduced by disc recording, was so poor at times that they could not understand much that he said.

Sam's "press" would have turned the head of a prima donna. It ranged from feature articles with two-column cuts to daily squibs by columnists covering the fair. A return engagement was inevitable.

This year, we decided to take along Sam's wife and make them the whole show.

Sam and Sadie were given a stage setting where they sat and talked to each other just as if they were at home. As characters they were a typical farmer and his wife who specialized in growing vegetables. This by no means limited their interests, however. After an introductory skit in which we got two versions of how Sadie happened to come to the fair—Sam's show of magnanimity and Sadie's version—the script called for six dialogs, each about 2 minutes in length with a 30-second break between them. The 2-minute length was arrived at on the basis of last year's experience when a 5-minute straight talk proved to be too long. Even though dialogs hold interest better than straight talks, the only change suggested by this year's experience would be to cut the break from 30 seconds to 15 seconds.

These dialogs or skits ranged from a mild discussion of what Sam saw on a "Green Acres" Extension tour to a heated argument as to whether the profits of a good sweet corn crop were to be spent for a new tractor or whether Sadie was to get a new refrigerator and a bit of modernizing in her kitchen. Each of the skits had one thing in common, each pointed up some farm or

home project being plugged by the Extension Service.

A word about the mechanics of the exhibit. The only movement in the figures was the movement of the jaw as each was speaking. This was accomplished by rotating an irregularly scalloped disc against a hinged arm. This in turn pulled a piece of picture wire which reached the jaw mechanism in the pumpkin head through a half-inch gas pipe. The pipe also served as the "backbone" of the figure.

The eyes were made of onions. A hole was cut through the center and a mottled transparent marble was thrust through to the front to serve as the iris. Behind each hole was a six-watt light, the current for which passed through a resistance coil. In this way the eyes were lighted constantly at a low intensity. The same scalloped disc that operated the jaw also ran against a roller micro-switch which on contact delivered full current to the eyes. This variation in the brightness of the eyes, operating only when a character was speaking, gave an added bit of animation to the figures.

The voices were reproduced by a tape recorder. Sam and Sadie each had a concealed speaker, which gave the proper stereophonic effect to their voices. The synchronizing of the jaw movement and the switching of voices from one speaker to another were controlled by means of tiny patches of copper attached to the tape. These made electrical contacts which operated the required relay switches. The tape withstood more than two hundred playings and rewinds without breakage and with no deterioration in quality of the recordings.

Superficially, this exhibit would appear to be only something new
(Continued on page 215)

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Traveling in Comfort

Whether in summer or winter, whether on the hot beaches of Florida or the icy stretches of Montana, housewives go to the grocery store and buy field-fresh fruits and vegetables. One reason they can is because the temperatures in the freight cars are fixed according to the demands of the produce. Fresh fruits and vegetables are temperamental passengers. They must be protected from loss of quality and from spoilage by fungi and bacteria and, in some cases, be allowed to ripen during transit. ARA scientists in cooperation with industry have worked out temperatures and refrigeration methods that give the best protection for the least cost. Here are some of their findings: Tomatoes need temperatures of 55 to 65 degrees F. to prevent decay and allow ripening. Leafy vegetables such as spinach, greens, and lettuce, and others such as broccoli, cauliflower, sweet corn, and peas travel best when the temperature is nearly down to freezing. Apples, pears, peaches, plums, and grapes are well protected even in long-distance shipments at about 40 degrees. Oranges, grapefruit, and

lemons can get along with 45 to 55 degrees.

This kind of research makes it possible for consumers to get a better product and farmers to get a better profit.

Twin Calves Answer Feeding Question

Is it good business to put weight on cattle in the summer and let them lose it in the winter? That is a question facing every range cattle grower—and many farm cattle growers as well. When grass comes, the cattle regain their lost weight and go on. Does this intermittent gain and loss reduce feed efficiency and what effect does it have on meat quality?

Our scientists at Beltsville set up an experiment with several pairs of identical twin calves to look for the answers to these questions. They put one member of each pair on continuous full feed. The other member had his energy feed cut for 6 months and then was returned to full feed. As the calves reached 1,000 pounds they were slaughtered.

Three sets of twins have com-

pleted their part of the experiment and have been killed. At this point the scientists got a big surprise. The calves that had their feed reduced usually took longer to reach 1,000 pounds, but they ate a little less feed in the long run and made slightly better quality beef than their identical twins fed full rations.

The scientists point out that all the twins had full rations of protein, minerals, and vitamins—only the energy feed was cut. An important point for the cattle grower to remember is to see that his animals have enough of these three feed elements at all times.

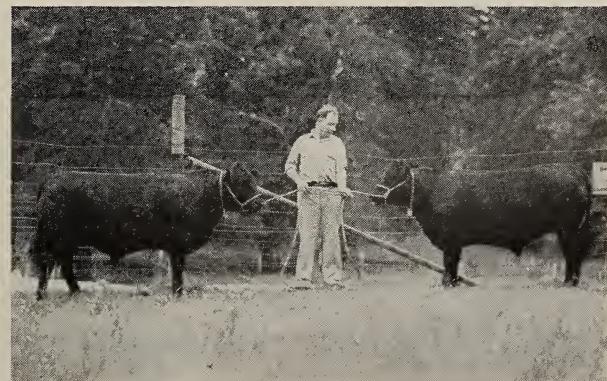
Turkey Talk

The Beltsville Small White turkey is upsetting tradition. We used to think of turkey as a feast at Thanksgiving and Christmas. Beltsville Small Whites—developed by ARA scientists—are making turkey a year-round dish. Tailor-made for small families, the small birds now account for about 16 percent of all turkeys raised.

The producer of Small Whites
(Continued on page 215)



Identical twins weighed the same when test began. The twin on the right, after 7 months of reduced feeding, lagged 106 pounds behind. At 22 months they both weighed 1,020 pounds and were slaughtered.



Have you read...



PROGRAMS OF THE FEDERAL GOVERNMENT AFFECTING CHILDREN AND YOUTH. Interdepartmental Committee on Children and Youth.

- This is a summary prepared by the Interdepartmental Committee on Children and Youth.

The Report brings together for the first time under one cover a description of the many programs of the Federal Government which affect and benefit Children and Youth. These programs are authorized by law because the American people desired action.

Edward Aiton and Lydia Ann Lynde were responsible for the integration of the story of extension work into the Report. This is a source of information regarding the many agency programs that service rural as well as urban people.

This report can be purchased at 55 cents a copy from the Superintendent of Documents, Government Printing Office, Washington 25, D.C. —*Lydia Ann Lynde.*

FARM CROPS. H. W. Staten and Melvin D. Jones. Bakiston Co., 1012 Walnut Street, Philadelphia 5, Pa. 251 pp.

● Staten and Jones, Professors of Agronomy, Oklahoma Agricultural and Mechanical College, Stillwater, Okla., have brought together in one handy volume complete information on the judging, identification, and grading of farm crops.

Part I deals with the question of how to judge, how to train a judging team, how to build judging classes, and how to prepare fair exhibits.

Part II covers identification of field crops, grasses, legumes and weeds. Three hundred and fifty dif-

ferent crops, varieties and weeds are described in brief but simple language and illustrated by drawings or photographs.

Part III discusses in one chapter the commercial grading of grain, hay and cotton.

County agents and vocational teachers should find *Farm Crops* useful in training judging teams of 4-H and F.F.A. Clubs and as a guide for arranging or judging fair exhibits.—*J. M. Saunders, Federal extension agronomist.*

FORESTRY IN FARM MANAGEMENT.

R. H. Westveld and the late Ralph H. Peck. Second Edition. Revised by R. H. Westveld, Professor of Forestry and Chairman, Department of Forestry, University of Missouri, John Wiley & Sons, Inc., New York, N. Y., 1951. 340 pp.

● Prof. R. H. Westveld, chairman of the Department of Forestry, University of Missouri, in revising the textbook, *Forestry in Farm Management*, first authored by himself and Ralph H. Peck, has brought into sharp focus the part that woodlands and the wood from them can play in the farm economy. Professor Westveld has produced an up-to-date treatise of farm woodland management, harvesting, utilizing, and marketing of wood crops, tree planting, and wood preservation, which can be readily understood by students of agriculture and appreciated by students of forestry. He drives home his key points by italic print as a sort of clincher or emphaser.

He urges farmers to give first consideration to supplying as fully as possible their requirements for wood and puts the human maxim, "Spare the rod and spoil the child" into the forestry phrase, "The greatest improvement in a forest can be

made while the forest is still young." The book contains all the essential information needed to teach a course in farm forestry, or as a handbook for county agricultural agents and teachers of vocational agriculture.—*A. M. Sowder, Extension Forester, U. S. D. A. (Western and Central States).*

FOREST MENSURATION—New Third Edition. 483 pp. Donald Bruce and Francis X. Schumacher. The American Forestry Series. The McGraw-Hill Book Company, 330 West 42nd Street, New York 18, N. Y. 1950.

● In the New Third Edition of *Forest Mensuration* by Bruce and Schumacher, just published by McGraw-Hill Book Company, the authors stress a new approach in presenting the fundamentals of this subject. By equipping the student with the essential tools (mostly statistical methods), it is felt he can make the necessary local and regional volume and yield tables, and growth studies, plus developing new practices and procedures—dynamic approach rather than a static one.

The first book on this subject by these authors appeared in 1935, and it was revised in 1942. The statistical methods outlined in the first edition sometimes frightened beginning forestry students, but now these tools are taken for granted. Both earlier editions were used widely by foresters, especially fieldmen and teachers. This new edition appears to be an even more helpful contribution.

With increased interest, the last few years, in farm woodland management, this book will be a valuable reference to extension foresters and farm foresters.—*A. M. Sowder, Extension Forester.*

FARM ELECTRICAL EQUIPMENT HANDBOOK. C. N. Turner, Professor of Agricultural Engineering, Cornell University. Published by Edison Electric Institute, 420 Lexington Avenue, New York 17, N. Y. 1950. 224 pp.

● The *Farm Electrical Equipment Handbook* is a nontechnical reference book designed especially for those concerned with the use of electricity on the farm. It has been

adapted by Professor Turner from a master's thesis by Vernon H. Baker under the guidance of Prof. D. E. Wiant at Michigan State College.

The book illustrates and describes more than 100 pieces of electrical equipment that can be used profitably on the farm. The price range of each piece of equipment is given, and the approximate kilowatt-hour consumption is given in easily understood terms.

A list of manufacturers follows the description of each item. Thirty pages of references dealing with the applications described list more than 450 publications.

County extension workers, vocational agricultural teachers, farm equipment dealers, and others concerned with farm electrification should find this book valuable as a practical reference and as a text.

—H. S. Pringle, extension rural electrification specialist.

Selected Rural Fiction in 1950

Compiled by Caroline Sherman, Bureau of Agricultural Economics

HIE TO THE HUNTERS. Jesse Stuart. Whittlesey House, New York. 265 pp.

● Although not one of the author's best, this lively narrative of the Kentucky mountains provides certain strikingly successful episodes. Hounds have their great moments as well as the hardy farming folk.

RED BONE WOMAN. Carlyle Tillery. John Day Co., New York. 314 pp.

● Red Bones is the local name given to an obscure segment of our population living in certain localities in and near Louisiana. They and the author are both new to fiction. This sympathetic but unsparing story of these baffling people shows them to be peculiarly akin to the earth and its ways, and it develops a strong appeal.

RICHARD WALDEN'S WIFE. Eleanor Kelly. Bobbs-Merrill Co., Indianapolis. 391 pp.

● Story interest runs high in this novel of a privileged Maryland

family transferred from a plantation on the Eastern Shore to Wisconsin's pioneer land and melting pot as the Civil War approaches. Evidences of truth to records are many; incidents are unusual; characters are well realized and arresting; reactions to the utterly changed conditions are startlingly varied.

BETTER A DINNER OF HERBS.

Byron Herbert Reece. E. P. Dutton & Co., New York. 220 pp.

● Readers need patience to reach the core story. When stripped of its cocoon-like and trance-like wrappings it is a stark and poetic Greek tragedy, worked out apparently in a rather primitive area in the southern piedmont but somewhat universal and timeless in effect.

THE TOWN. Conrad Richter. Alfred Knopf, Inc., New York. 433 pp.

● Preferably this book is read only after *The Trees* and *The Fields*, listed in earlier years. It can stand alone but scarcely as rural fiction. The three volumes trace in mellow perceptive fashion the 50-year development of a corner of Ohio, coincidental with the unfolding of a purposeful life of a girl and woman who is endowed with consistent determination and integrity. The diverse lives of her brothers and sisters and her children hold attention as well.

Youth Consultants on 4-H Club Week

Eleven 4-H Club members from 7 Pennsylvania counties made their contribution toward a better club week in 1952. They made suggestions for next year during 1951 club week, to keep club week responsive to the needs and wishes of the farm boys and girls who attend, Allen L. Baker, State 4-H Club leader, and Elsie Trabert, assistant leader and head of 4-H home economics work, decided to give them a voice in shaping future club week plans.

As a result, smaller discussion groups and more time for studying placings made in the many judging events are being considered.

Saga of Sam and Sadie

(Continued from page 212)

and different that would stop and amuse the crowd. It did this, but more too. Each of the skits contained a minimum of 500 words—an amount of "copy" that no one would attempt to work into an exhibit in printed form. The crowd stopped to be amused, but it stayed to listen. Seldom did a person leave without listening to a complete skit, and many stayed to hear the complete cycle, which took about 20 minutes. Sam and Sadie never lacked an audience, and it is estimated that they "played" to about 40,000 during the 8 days of the fair. Not bad for a couple of pumpkin heads.

Turkey Talk

(Continued from page 213)

has more control over his marketings than the producer of the heavy breeds. By selling them as light roasters at 16 weeks or less he can handle two or three batches a year. If the market is dull and prices off when his turkeys reach 16 weeks he can raise them out to a full 24 weeks of age. He can work up a retail trade to take his turkeys throughout the year rather than on a seasonal basis as heretofore. The price differential on size of bird is usually in his favor.

The fact that Beltsville Whites are increasing so rapidly does not mean that they will displace the heavier breeds of turkeys. Large families, institutions, restaurants, and hotels need large birds, so the demand for this type is expected to continue. The Beltsville White, to a large extent, is finding a new market, and the result is a greater per capita consumption of turkeys.

● NINE 4-H CLUB, Future Farmers of America, and adult farmers from North Dakota spent 3 days, November 5-7, in Minneapolis familiarizing themselves with modern grain marketing practices.

The group represented crops judging winners at the winter show in Valley City, last March.

A Higher Level of SECURITY for Business-Minded Farmers



Through FEDERAL CROP INSURANCE...

Things have changed out on the land. Time was when the farmer grubbed out an existence through back-breaking toil from dawn until dark. His tools were simple and few. His horsepower came on the hoof. His know-how was born of experience. His bookkeeping was done in his head—or on the back of an old envelope under the flickering rays of the kerosene lamp. The price of his produce was whatever the market would bring. If things got too rough—if Mother Nature played havoc with his land and crops—he moved on. It was a simple, grim struggle against natural and economic forces, which all too often canceled him out.

Things are different today. The modern farmer enjoys the benefits of electricity and mechanized horsepower, guidance and counseling based on scientific research, increased soil productivity from conservation practices, a strengthened economic position from supported prices . . .

Also, there is CROP INSURANCE . . .

Crop Insurance is a program with lots of appeal for the modern farmer. It is a straight business proposition, which he buys and pays for. Its protective features are firmly grounded in solid busi-

ness and actuarial principles, and today's *farmer is a BUSINESS man*.

Present-day high standards of farm life call for larger investments—investments which must be well handled and well protected. No way has yet been found to eradicate the most formidable threat to these investments—crop failure. But CROP INSURANCE, by protecting the farmer's annual *investment* in his crops, dulls the fine edge of CROP DISASTER'S scythe. The farmer gets another chance on the same money. He farms on a more sound, business-like operation.

Under Congressional mandate, the Federal Crop Insurance program is in force in more than 800 of the country's most productive farm counties. It is a going, growing institution. It invites your closest scrutiny, and welcomes your advice. It solicits your cooperation in its commitment to serve the farmers of America.

Federal Crop Insurance is a county-mutual program. It insures against all natural hazards to growing crops. No comparable coverage for so many causes of damage is available from any other source.

FEDERAL CROP INSURANCE CORPORATION
U. S. Department of Agriculture